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HELPFUL HINTS ON YEAR BOOK PUBLICATION



Being a compilation of very
valuable suggestions on the
problems connected with the
promotion of College and
High School Annuals.

STAFFORD ENGRAVING CO.
CENTURY BUILDING
INDIANAPOLIS, INDIANA

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About This Other Valuable Book
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HELPFUL HINTS

ON

Year Book Publication



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EDITOR'S PREFACE.

This volume is unique if for nothing else other than the manner of its making. Being a compilation of actual experiences of Annual editors and business managers, it should, therefore, prove a boon to those who for the first time have assumed such obligations.

It should be clearly understood that this book is designed to cover every important point involved in Annual publishing; it is a part of the co-operative service maintained by Stafford Engraving Company in the interest of its friends—the staff.

Full credit is given to those who through their suggestions have made them of such practical value. These suggestions are always gratefully received, and whenever desirable, will be embodied in the succeeding revisions of the text.



The College Annual

On all sides, are we not driven to the conclusion, that, of the things man can do or make here below, by far the most momentous, wonderful and worthy are the things we call Books; for indeed is it not verily, at bottom, the highest act of man's faculty that produces a Book?

—CARLYLE

We do not intend that this shall be a scientific, theoretical or philosophic treatise on the various phenomena of Annual publishing, which, if their set laws are not obeyed, will result in certain evil results. Far from it. What we have to say is simply a few of the things which we have learned through personal experience—sad though that has been in some cases. We have a deep and feeling sympathy for the trials of a staff, for they are many and of varied and ever-changing hues. Every staff may profit from the trials of others, yet each will be required to work out its own salvation. Neither do we expect this discussion to greatly aid those staffs where *Annuals* have been long published and where traditions and customs have become firmly rooted. But to those who are entering upon their first experience, with fear and trembling, let us say, with a feeling of confidence, that if you read these lines and take home those lessons which may be applicable, you will profit much by them. The general system of school publications is the same either in the publishing of high school or college papers or *annuals*.

WHY PUBLISH AN ANNUAL

The benefits derived from an annual publication by a college or a high school is no longer an open question. Any school, especially a college, is judged by the number and character of its student enterprises. An education is no longer considered complete without the varied experience given one who imbibes liberally of modern university life.

The annual publication deserves a recognized place among college enterprises for four reasons:

1. The Annual is of incalculable value to a college as an advertising souvenir. Students buy the Annual and send it to friends. These friends, along with others contemplating entering school, read

it and naturally are aided in making a choice. The time has come when the school without an Annual is below the common standard and prospective students hesitate about deciding in favor of such a school.

2. The Annual is an exchange of literary and art productions contributed by different members of the student body. It then fills an important place as a means of developing literary and art talents among the students.

3. Nothing is so desirable in college as genuine class spirit—a spirit that accomplishes things. The Annual is an excellent means of getting the members of a class to work, since all look forward to its appearance with eagerness.

4. Lastly, it affords an opportunity for the staff members to produce an Annual which will speak well not only for their ability and hustle, but for the class and the school. The publication creates positions of responsibility which any man may feel honored to occupy.

We are all souvenir hunters. That is our American hobby. The kodak is turning us into fiends for views of places and friends which we wish to remember. We are willing and eager to pay, while at school, from fifteen cents to a dollar for pictures of views or teams, which soon become too bulky and inconvenient to keep. How much more economical, convenient for ready reference and more artistic to buy a souvenir of your school or college containing many pictures of the college buildings, dozens of your favorite views and nooks about the campus, all your friends and classmates, your professors, the athletic teams, orators, debaters, etc., who have battled for the colors of your school and for your glory, and together with these the glowing accounts of the events of the year—weigh with these a paltry sum in the other side of the balance, the mere cost of the book, perhaps. That book will be the historical memoirs of your school days—the most pleasant and care-free of your entire career, the “white bread” of your life. Don’t tell us such things do not stir your feelings, and that your love and patriotism are slumbering. If you do, you make us think of the lines which run something like this:

“His soul is surely dead
Who never to himself has said,
This is my own, my native land.”

There is another item of account—the Alumni body. We are continually hearing high school or college men bemoaning the apathy

of the Alumni. *Wait* a minute! Ask yourself this question, "What are we, as students, doing or what have we done to merit any especial attention?" If you answer that question—really and truly answer it—and if you have never published an Annual, then, in the name of common sense, get busy, put some fuel into the marrow of your dormant talent, plan an Annual, finance it carefully, get the Stafford Engraving Company to help you make it artistic, get after the Alumni in a straight-from-the-shoulder business-like manner with follow-up "spears" of influence if they do not immediately respond, keep a weather eye ever alert to make the Annual interesting to them, always keeping every promise you have made, and then—*watch results*. It will surprise you to see the awakening and it will be balm to your troubled soul to have that exhilarating sense of having actually done something worth while.

And as one more, among many reasons, let us say that an Annual or school paper furnishes the best possible advertisement for the school. If it be in a high school then that school is rated as energetic, up-to-date and progressive. If a good one is published, the school, alone, will not receive the good, but those staff members who have done much of the work will be already introduced to college before they enter. The writer knows of one instance, where a man was elected editor-in-chief of his college paper, and on entering the editor's office to take charge, found the commencement number of his high school paper, of which he had been editor, four years previous, lying on the editor's desk. That was the introduction. If it be a college which issues an Annual, the advertisement is worth much and the college is always willing to help in a financial way. In the high schools, over the state, and in several states, you will see wideawake and ambitious lads eagerly devouring the contents of the Annual, which has been sent to the reading table with the compliments of the college, and unconsciously forming definite opinions of the college and deciding which college he will some day attend. Pictures always convey definite impressions which words alone can not impart, and here it is that the engraver proves himself to be the missionary of the truth and the light.

LAYING THE FOUNDATIONS

"And as ye sow, so shall ye also reap," is as adaptable to this question as it is to life. Lay your foundations well and solid. In the first

place, if it be a class, which takes the responsibility (even in "entire school" publications the general principles hold good) have the class to take action on the matter. Discuss it intelligently, pro and con. Will they support it if they attempt it? Is there sufficient talent to issue a creditable production? Let no slipshoddy plans or work ever creep in to sap the strength. Impress into service all the support necessary and what can be relied upon. Can the class spirit be aroused sufficiently so that, if undertaken, all will see to its success? Remember the Spartan motto: "Beware of entrance to a quarrel, but being in beareth that thy opponent may be aware of thee," for, once you have undertaken the task—and it is no easy or light one—every one should be like the bulldog in the "Hoosier School Master," of which it was said, "When he once takes 'holt, heaven and 'arth can't make him let go." When all these things have been discussed, have the class to take a standing vote on a motion in substance like this, "All those in favor of publishing an Annual and who will do everything in their power to see that it is made a success, please stand." That will obligate every one who does stand to stick to his vote, and the few who do not, perhaps, can be talked to privately. If these preliminaries are gone through, the work is well started.

SELECTION OF STAFF

Let the class determine first of all, either by direct vote or by committee, what offices will constitute the staff. It should not be too unwieldy, yet should be fully represented. We would suggest from eleven to seventeen members, according to the size of the school. In this selection there should be one editor-in-chief, upon whom would fall the responsibility for everything that appears in the production,—one man who must be accountable. One and only one business manager should be required, because it is necessary to have some one person accountable for the funds and that he feel the responsibility. The mistake of having two co-ordinating editors or business managers means a compromise product and a shirking of duties. For a mere example we choose the following staff:

One Editor-in-Chief.	Two Asst. Business Mgrs.
Two Associate Editors.	Two Art Editors.
One Business Manager.	Eight Literary Editors.

Of the last named, four should be assigned to the calendar for the year and the humorous parts of the Annual. This to be their work

for the year and they to hold weekly meetings. The other four are responsible for the part of the book designated as "Literary," and also for special write-ups assigned them by the editor. It might be said also that they should have plenty of material ready on the date specified. The assistant editors write up or have charge of the special write-ups of individuals, etc., while the write-ups of departments are done, subject to correction, by students majoring in the separate departments. These editors, with the editor-in-chief, form the consulting board.

The class elects the editor and business manager, together with their assistants, and these constitute a committee for the selecting of the remainder of the staff. In this manner, there is no infringement upon the rights of the class, yet it offers an opportunity for the management of the Annual to select those who would work in harmony with the general policy, for it is like a vehicle with a loose, rattling spring, it may not impede the progress, but it proves very irritating to both the driver and occupants.

A wise staff will send a request to the president of the college, requesting him to appoint a faculty committee of three to act as an advisory board, to offer counsel and to pass on all copy. This may seem like a thorn in the flesh to an egotistical or energetic staff, but let us say from experience that there is nothing to lose by this policy and everything to gain. It will prevent ill feeling, suspicion and non-co-operation on the part of the faculty. It is a check on rash—and later to be regretted—material; it gives protection to the editor, and a feeling of confidence in the purpose and success of the work. You can not afford to be without this security and, if you suggest it, the result is far better for your nerves than if the committee is forced upon you.

MAKING THE BOOK PAY

After the staff is chosen comes the question of how to make the book pay for itself. Of course, if the business manager and his assistants are good live men, a considerable sum may be counted on from advertisements. The various organizations and societies which are given space in the book are, of course, taxed, so that the cuts can often be made almost to pay for themselves. Sometimes, when the book is put out by a class, each member is required to take a certain number of copies of the book, paying cash for them and disposing of

them as opportunity may offer. Again, each member of the class may be assessed a certain sum, leaving the sale of the book to the business manager and his assistants. Where these assistants are numerous enough and where the edition is comparatively limited, this is probably the better plan; but if, as in many small colleges, an edition is published which is perhaps two or three times as large as the enrollment of the college, the first system above mentioned would probably get the books distributed more satisfactorily.

The staff ought to start work the day college opens. Every day of delay is just that much lost in the quality of the book. There is always a great deal going on at the beginning of the college year, but for the Annual staff the Annual should take first place over any other considerations. There are plenty of other men to attend to the fraternity rush season and the football team and class elections and such matters, but to the Annual staff has been entrusted the Annual, and it is up to them to put the Annual ahead of everything else. If possible, the business manager should get the printing and engraving contracts out of the way at the very start, so that the editors will know exactly what to count on and so that he and his assistants may be left free to chase advertisements and arrange for the sale of the book.

Poor material, artistically arranged, makes a much better showing than good material ineffectively put together. There should be some one, either the editor-in-chief, managing editor or art editor, who arranges the general appearance of the book according to some fixed plan, and who has all the half-tones finished uniformly. A good cartoonist is a gift from Providence, but for poorly arranged half-tones the editors have only themselves to blame. The editor-in-chief, or whoever looks after the literary side of the book, should have a fiendish eye for detail and should let not the smallest inaccuracy escape him. Especially is this necessary in correcting the proofs. This is the last chance the editors have at their copy, and it should be gone over with extreme care. Of course, copy should be so put together beforehand that no great corrections are necessary on the proof sheets, but there are bound to be many small mistakes, which careful editing should correct. Trial dummies should be made up in two or three different ways and looked over carefully, so that when the dummy for the printer is put together it should contain the most effective arrangement possible.

The first part of the book should be the first for which your copy is gotten together. It requires no great labor to arrange your book so that the material, for say the first half of the book, can be in shape to send to the printer by the middle of the year. Of course, some things have to be held as long as possible. The calendar should contain news up till the very day that the Annual goes to press, but the copy for the fall months can be made up and illustrated as fast as it comes. In athletics it is quite natural, if the college has good prospects in baseball or track, to want to delay the copy until some more victories can be recorded; but if this is done the football and basketball and indoor track seasons should be covered as soon as they close, and a certain space should be set aside for the copy which comes in later. And perhaps the last injunction along this line is this—when you have laid aside a certain number of pages for some subject, keep it within those limits. No matter how it may appeal to you, do not allow one department to overlap its bounds or you will not have a symmetrical book.

The joke department is perhaps the hardest department in the book to handle in a creditable and satisfactory manner and too often it is made an excuse for giving vent to personal dislikes on the part of the editors. It is the aim of this department to amuse, but in doing so it should avoid injuries to innocent parties. In many cases the ludicrous side of things can be shown up in such a manner that it will result in betterment of existing conditions and this fact should always be kept in mind by the writer. A personal hit, as they are called, is sometimes a benefit to the person, but it is more often an injury.

It is hard to give advice to a future editor or business manager, because so many things have to be learned by actual experience. As a rule, directing an Annual is a privilege which comes to a man only once, and fortunate indeed is he who in preparatory or high school has a foretaste of what may be awaiting him in college. The editor should begin work the day he is elected, and should not let up for one single moment till the book is on sale; and the business manager can not quit even then. Hard work, careful work, unremitting work, is the only thing which will carry an Annual through. The editor or business manager of such a publication, to be successful, must be "on the job" all the time, and requires the assistance and co-operation of

an engraving company and a printing concern that are familiar with college publication work and capable of producing first-class work.

RESERVE FUND

Assessments are often made directly upon the members of the publishing class, sometimes with the proviso of one copy of the Annual for compensation. In some cases, however, it may be necessary to resort to other expedients. The Annual may be published by the Junior class and every Junior required to deposit a certain sum with the treasurer of the college as the "Annual Reserve Fund." If the book does not pay for itself, this fund may be used. If it is not used, the money to be refunded, or pro rated, should only *part* be used. Every one is willing to stand the loss if necessary to produce a good book. While we favor a direct assessment where possible, yet we feel that in many ways this plan is better for the first attempts.

BUSINESS MANAGER'S BOND

The business manager should be required to give a bond, agreed upon by the president of the college, with ample gilt-edge security, for the honest accounting of all money handled by him. This will eliminate the tendency of pocketing part of the proceeds. Above all there should be no *graft* permitted, for it taints not only the present success, but its foul breath will taint future attempts.

SELECTION OF ENGRAVERS

One of the most important points to be considered is the selection of the engravers, for upon the character, quality and artistic arrangement of the art work in an Annual or publication, rests one's first and often most lasting impression of its standard. The writer has taken a dozen Annuals and, casually turning the pages, has found that the typographical impression gained from this viewpoint, has been usually substantiated by a later careful examination. As we have said before, the more artistic souvenir you can produce, the higher quality and taste of your cuts and designs, the more valued and valuable your creation. Above all, if you have a good artist at your command, *use him* and do not be stingy about it, either. If you do not have such a man, your engravers can fill your wants in designing. For difficult producing of original designs they are to be depended upon.

The first thing the business manager has to do is to secure a contract with a reliable engraving house, one whose ability to handle all kinds of work is universally conceded; one whose entire service is at your personal command; one whose honesty and reliability is above reproach; one which guarantees satisfaction or no pay for services; one whose officers are worthy of your personal acquaintance; one which specializes in high school and college work, and not only knows how to do, but does the best work obtainable from the copy you submit; and, above all, for the management of any school publication is generally limited as to funds, one whose rates are *reasonable* and the *cheapest* for the *standard of work you really want in your Annual*. That is the difference between engraving houses, as well as in other businesses. Some may be a little cheaper—but so is the quality of the goods. But the reliable house that gives you your money's worth and the best quality for the least price, that is the star to which you should connect.

So, first of all, make a clear, concise, business contract with a reliable engraving house. There are innumerable small and trivial matters that need close attention to insure a perfect book. If you get in connection with a house bubbling over with new and fresh ideas and anxious to share them, and which gives attention to details, you are fortunate indeed, for it will help you over many a stony place. Quality—we repeat it, *quality*—counts in engraving as much as it does in shoes or clothes. Cuts of quality show up like a bright and glittering aluminum cooking utensil in a kitchen full of cracked and chipped granite pans and dirty pots. If there is one thing more than another for which your book will be praised it is the excellency of the cuts, and those cuts should be made by the Stafford Engraving Company.

It has been demonstrated to the satisfaction of hundreds of editors and business managers that this firm has all the requirements cited above and has, in addition to these qualifications, the most reasonable rates for the service rendered. Others quote seemingly lower rates in some cases, but when you figure out the cost after all the conditions of the contracts have been discovered, you will come to the conclusion that in choosing Stafford Engraving Company you will have made a wise selection. Furthermore, you will have the benefit of our book of instructions, "Engraving for College and School Pub-

lications." This volume is especially adapted to the needs of the inexperienced staff and is likewise in daily use by the more experienced. With the aid of this book you will say that you have "*no troubles to report.*"

SELECTION OF PRINTERS

Next in importance, if not equally so, with the selection of engravers, is the selection of the printer. Engravers' plates, be they the best in the world, can be ruined by a careless printer, but this rule will not work both ways, for the best printers can not do much with poor cuts. "Your Annual at hand and I must say that it far surpasses ours, but you must *admit* that you *had it on us* in the choice of *printers.*" That is the sad wail of many when they get their books poorly printed, and too often they make their choice on a paltry few dollars cheaper contract.

MONEY SOURCES

After the editor gets his plans made he should go over them with the business manager and carefully make an estimate of the expenses. Their object should be to put out the best book possible, yet stay within their means. The printing and engraving will be the big expenses, followed by numerous small incidentals. After the estimation is made the sources of revenue must be tapped. Any school is able to obtain the revenues if they will but go about it in a business-like manner.

The main source of revenue is, of course, the subscriptions. These should be gotten early. Personal interviews are the ones which get the results. A strong alumni campaign will add to the list. The assessments mentioned above will also provide reserve funds. Then all the classes, individuals, clubs, societies, teams, etc., whose pictures appear should be willing to pay for the cost of the cuts. This would come under rebate expenses. Advertisements are another source of revenue, as the merchants are willing to aid in the cause. An energetic business manager can secure a sufficient number of advertisements. Contributions from friends or alumni can often be secured. Then the school board or trustees should be willing to donate a generous amount. In the college periodical or Annual the college should

secure a goodly number for advertising purposes. You should be able to induce the college to buy 100 copies at the regular price.

EDITOR BEGINS TO BUILD

The duties of the editor-in-chief are too numerous and varied to enter into a full discussion of them, but a few points are well to consider. He has supervision over the entire work and it is he who receives the blame for all faults, neglect or errors in the finished product. He must feel his responsibility (mainly to himself) and if others fail him it is up to him to wade in and save the day. He must be as ready for emergencies as a general store. His first duty is to have a perfect understanding with the printer. The latter will furnish him with a blank dummy composed of the exact number and similar size pages as the book is to be. Some find the instalment plan to be the best for systematic work. A contract may stipulate that the "first 32 pages are to be handed in by say February 15th and the rest in regular instalments, all copy to be in to the printer on or before April 10th, the books to be delivered on May 10th." An outline of the Annual can be made which, though subject to necessary changes, will give a definite plan for work. With the dummy sectioned off, you are ready to begin pasting in material.

STAFF MEETINGS

One of the most helpful means of keeping things moving is the frequent staff meetings for discussion of the progress being made and for the creation of a common interest. The editor should lead the members into lively discussions, but should refrain from telling all his plans for each department, as the anticipation of surprise parties from other members will keep each member on his guard. Upon the way the editor handles his staff and how he restrains himself, depends the unity of effort of his co-workers. He must not try to "boss," but rather to lead them.

Plan and assign definite things for the members to do and always specify a definite time for articles to be handed in. By impressing upon them their responsibility for the success of the Annual and driving home the conditions of the contracts, they will resolve of their own free will that the book must *be out on time*, and it will come out

on time, too, a splendid comment upon unity of purpose. The editor should never ask nor require work of a member of the staff which he, under similar circumstances, would not be willing to do himself. It proves true that the more interest and energy one puts into a thing himself the more enticing example it is for those under him. And to the staff members is the obligation to perform all the assigned duties promptly.

GETTING COPY READY

Start early! That is a secret of good results. All of the pictures of clubs, societies, fraternities, classes, individuals, buildings, views, etc., can be taken early in the year, sent to the engravers and gotten off your hands. The write-ups to go with them can likewise be written, and, together with the proofs from the engravers, your dummy will assume definite and concrete form. This will give plenty of opportunity to perfect the details of the book. All the material possible should be typewritten, corrected and pasted, along with the cuts, in the proper places before sending to the printers. This will please them and you will be repaid many fold for the extra work.

Procrastination is the thief of time, hence the diplomatic editor will keep in touch with all departments of the work, inquiring of staff members their progress, giving hints and suggestions about the work assigned to them and soliciting suggestions and aid for other parts of the book, and always just reminding them of the necessity of getting things prepared on time. As he is required to see that things "do move" he must know the details. Reading proof and carefully correcting it, doing messenger service to return it promptly and many other little duties, but add to his fun—and experience. He must prepare, also, the copy for the engraver, but the book, "Engravings for College and School Publications," has taken away the terrors of this and it is now the most fascinating of the entire work.

The artist, who does the drawing, cartooning and designing, must be kept supplied with work and he should keep up with the progress of the book, for it is impossible for him to do good work in the rush of the last few days. It will not pay you to hurry him too much, either, for you need the best work he is capable of producing. Specify the time you need certain work and then try and see that he does it.

DISTRIBUTION

If the staff has lived up to the letter of their contract it is safe to assume that the printer has lived up to his and that the books will be ready for distribution. System should be exercised in this as in everything else. For local distribution it is best to collect most of the subscriptions beforehand, and those having receipts should be the first to secure their books. On the morning the Annuals are ready for distribution have the students file past the one distributing the books. Here they may present their receipts and be given a copy of the book. The receipt may be stamped "delivered" and returned to holder. With the foreign subscriptions all books may be sent prepaid with the charges made and sent in a statement.

CLOSING ACCOUNTS

The business manager should collect all the accounts as soon as possible and pay all accounts in the same manner.

RESUME

This is an outline of the main points to be considered in the publishing of a school periodical or Annual. The question of the advisability of publishing an Annual is relegated to the scrap heap of old "Fogyish" ideas. The financial question need be no formidable barrier. The benefits of an Annual are many and of lasting quality. We must lay firm and definite foundations if we want to reach high ideals. The class issuing it must feel their responsibility and enter into the spirit of the task. A staff should be carefully selected from the standpoint of ability instead of prejudice, and co-operation with the faculty will be the lubricating oil of the mechanism. Every member of the class should contribute to either a reserve fund or pay a definite assessment, while the business manager should give a bond for the faithful adherence to his trust. Above everything else select a good engraving house, there being none superior to the Stafford Engraving Company, Indianapolis, Indiana. Investigate your money sources and leave plenty of margin in your estimates for shrinkage. The editor should plan carefully and wisely and then stick to his

plans. He should hold frequent staff meetings, cultivate the interest and acquaintance of his co-workers, see that all his copy gets to both the printers and engravers on time and *hustle* himself. The distribution, if made systematically, will be easily done. Have a rigid account made of all expenses and credits and when the debris is all cleared away you will reap the rewards of a work well done, and the value of having done it will be inestimable and the good for your school will be long serving.

The High-School Annual

"If to do were as easy as to know what were good to do, chapels had been churches, and poor men's cottages princes' palaces. It is a good divine that follows his own instructions."

Whatever organization or class undertakes to edit an Annual, the first step to take is to effect an organization, the number of officers of which is to be conditioned by the number of students in school and the size of the town or city. It is assumed that, if the Seniors of the school launch the enterprise, they are already well organized. The only thing to do is to perfect a lesser organization within the one already formed and to delegate to it the responsibility for the direction of the work, with the understanding, of course, that whenever the president of the class desires to do so, he may call for a report on what the smaller organization has done. If the class as a whole takes up the various questions that must be considered before the publication of the Annual is attempted, too many conflicting desires will assert themselves. It is better, both from the viewpoint of harmony in the class and the effectiveness of the work to be done, to entrust the general planning of the effort to a few persons upon whom responsibility can be fixed. Usually it has been found necessary to elect an editor-in-chief, one or more associate editors and a business manager. Each of these is empowered to appoint a certain number of assistants, the number to be conditioned by the amount and character of the work of his department.

In choosing the staff of officers and the subordinates, great care should be exercised that only those best fitted for the *particular work* they are to do, be selected. No distinction except *merit* should receive recognition. If this can not be secured without the direction of the superintendent, or some teacher of the school, it is time to offer assistance. If this does not bring about the selection of the management on basis of merit, it is better that the Annual fail during inception than later when, through a multiplication of missteps, the failure will be only the more signal and the defeat the harder to bear.

Having officered the Annual, the next question to be considered is that of getting the money with which to do the work. In planning any undertaking that involves the expenditure of money, one needs

only to know how much money is available and the cost of the enterprise to be undertaken.

The common sources of revenue for a high school Annual are class subscriptions, subscriptions from the organizations of the school, advertisements from the business men of the community, donations by the school board, gifts from public-spirited people not connected with the school and a general subscription list, which should include the names of all the progressive citizens of the community who are able to pay the subscription price.

Whoever takes charge of the management of the Annual, whether the head be the Senior class, the Junior class or the school as a whole, will require the hearty co-operation of every member of the school. The management must succeed in having every class of the school feel that it has as much at stake in getting out an Annual that shall reflect credit on the whole school as has the management or any other class of the school, the only difference being that the management is to have upon its shoulders the larger responsibility and bear the greater burden.

The amount gotten by class subscriptions and subscriptions from organizations, donations by the school board, and every other source of revenue for that matter, depends upon the *oneness* of life and spirit which throbs and pulsates in every artery of school activity. Without this unity of life in the organism (for the school is an organism) no worthy enterprise is open for successful issue; with it, the doors of opportunity to all laudable efforts are open wide. If the class organizations, the other organizations of the school, the school board or the community as a whole, give liberally to the support of a high school Annual, it is because there is *one* life in the school and all the members of the school know that this life is good.

The canvass for subscriptions should be carefully made. To do this, the town or city should be divided by wards or streets, and for these certain persons should be held responsible for each particular ward or street. The canvassers should be required to keep strictly within the boundaries or limits assigned them. In taking subscribers' names, two lists should be kept by the canvasser, one to be retained by him for use in the distribution of the Annuals, and the other to be used by the business manager in keeping accounts. It is well to appoint for canvassers those who know something of the financial ability

and the community standing of the persons to be solicited. It is often wise to pass by some who would subscribe but not pay their subscriptions, and to give more time and energy to those who will pay and whose influence will be of greater value in swelling the subscription list. A teacher who is thoroughly informed as to the social and financial standing of the residents of a district or districts of a town or city should act in an advisory capacity to the canvassing committee.

In asking for advertisements the business manager should have the assistance of the superintendent or principal or some other teacher who is well known by the business men of the town. Business men will frequently look at the proposition to pay for advertising in a high school Annual from a business point of view only. That is, they want to know how many subscribers the Annual has or is to have and where the bulk of subscriptions has been taken, whether in town or country. The last named point would be a matter of concern only to the business man in a town whose school received a large patronage from the country. In answering these questions, perfect frankness should characterize every response.

If after the business man has been solicited and the information asked has been given he refuses to take an advertisement, further argument on the desirability of the advertisement as a money getter should not be given. Try next to appeal to the community pride of the business man. "We are not putting out the Annual to make money," the solicitors say. "This Annual is to represent the best efforts of the entire community in putting out such a publication as the one we propose to publish. Besides we intend to publish in the ———, our home paper, a full account of all money received and expended. After all our bills are paid, if there should be any money remaining, it will be given to the school board to be used for library purposes. You can see by this no money is to be spent for which an open record is not to be made. Copies of our Annual will go out all over the state. One will be sent to the county superintendent, one to the State Superintendent of Public Instruction, another to each of the educational journals of the state. You can see how anxious we are to have an Annual that will make a favorable impression wherever it goes. It really says in every place where it may find its way, 'This is the best that ——— can do.' I am sure you want to do your part."

If the one who is solicited be a jollier, meet him on his own plane. "Come on, loosen up. You can not afford not to have a part with us even for financial reasons. Nearly everybody in the whole town will read the Annual. You can not afford to pass us by." If the business man still talks of the money-making side of the proposition, the canvasser must tack again on the side of community pride.

What has been said as to the manner of appeal to the business man will apply equally well in asking for subscriptions. Some persons refuse to subscribe, giving as a reason the fact that they have no children. Here, again, the appeal must be made to community interest. Make the fact plain that the Annual, going as it does into many different parts of our own state and other states as well, represents, in a way, the best thought of the community. "Mr. ———, you are a progressive man. Whatever you have is the best. You would not like for our Annual to give the impression in other communities that we are not up-to-date, would you?" Insight, tact and that too rare quality, good common sense, will always reveal to a canvasser the vulnerable places in the armor of the solicited. Upon these the solicitor must concentrate his best efforts.

In the opinion of the writer, many boards charge too much for their advertising. It is far better to have two pages of advertising representing the interests of two different firms, at a fair profit, than to have one page representing the interests of one firm at an excessive profit.

If the school spirit is what it should be, each of the four classes will pay the entire cost of putting its picture in the Annual.

If any class objects to paying the total cost of getting its picture in the Annual, the promoters of the latter will have to make a strong appeal to school pride. It will sometimes require all the resources at their command to cause a class to feel that the success of the Annual should be as much a matter of concern to them as to those who have undertaken its management.

In every school there are several organizations in addition to the four class organizations, such as literary societies, the orchestra, the basketball team, the quartette, etc. Each member of these organizations is also a member of one of the four classes of the school, and, as

such, is taxed his part of the total cost of his class picture. It would be manifestly unfair to assess these persons the full amount necessary to have their pictures inserted again.

In every community there are a few public-spirited persons who do not, for various reasons, care either to subscribe for an Annual or to take an advertisement in it, yet will give liberally to the support of an Annual or any other school enterprise.

Some who have not had experience in planning and financing an Annual might ask this question: "Now that you have the benefit of experience, what changes would you make were you to undertake the getting out of an Annual next year?" In the first place, we should read more carefully "Engraving for College and School Publications," by the Stafford Engraving Co., of Indianapolis, Indiana; especially chapters four and five, which deal respectively with General Instructions and Designing and Grouping. The information to be obtained from these chapters alone will save the staff many hours of work and a vast amount of worry.

In the second place, we should have the supervisor of drawing act in an advisory capacity in the selection and preparation of all the material for the engravers.

As a result of our experience we see now the great necessity for the organization of the editorial staff *early in the school year*. If the staff be selected at the opening of school in the fall, they can begin at once the preliminary steps that must be taken before the work proper is to begin. The editor-in-chief and his associate can arrange for the English department of the school to have space in one or more of the local papers for school news. The staff can afford to offer some financial recognition to the person or organization sending in the best list of items during a certain period. These lists of items will be a fair index to the life of the school for the year and will facilitate very greatly the work of the staff later in the year when time is even a more valuable asset than at the beginning.

A prize offered for a short story to be handed in at the Christmas holidays will often reveal story writing ability unsuspected.

These lists of items and a short story or two will make the problem of getting together the literary part of the Annual an easy one. The teachers of the school may also use the local papers to write

articles on various themes connected with school life. Some of these may, with proper changes, be used in the Annual. Then, too, this wealth of material is easily handled, for much more matter will be crowded in the same space on the printed page than could be put on the manuscript page. Think of how greatly the business manager will be benefited by this long period of preparation. He can have time to talk to every business and professional man he needs to see and explain fully every inquiry as to the purpose of the management of the Annual, the circulation it is expected to have, etc.

To the school that has never gotten out an Annual the question naturally arises, "Is it worth while?" To this we reply with an emphatic *Yes*. The getting out of an Annual centers the interest of the school upon the attainment of one definite object. This focusing of aim necessitates a giving up of selfish individual interests for the larger interest that is to have expression in the Annual. This giving up of selfish interest in getting out the Annual is rich in character-forming elements, for the results obtained by renunciation of selfish interests are seen to be so much greater than those produced by holding to them, that this enterprise of putting out the Annual will ever stand as a type of the successful issue of the benefits to be obtained by unity of purpose and effort.

The conscious realization by the boys and girls of a school that through activity in a common effort they have *created* something brings them into touch with creative activity, by which the world and everything in it was made. Boys and girls who have a sympathetic understanding of their relation to the creative activity of the world are already educated, even though they have never been inside the walls of a school room.

The benefits of a high school Annual to the community that produces it, is not unlike the benefits which come to the school, directly responsible for its publications. The difference is not one of *kind*, but one of *degree*. Whatever will lead a school to be proud of the successful realization of any plan undertaken in common, will have the same effect upon the larger unit, the community. One community takes a great deal of pride in itself, because it makes a better wagon than any other community; another boasts of its ability to manu-

facture more and better china than any other community; and still another is proud of the fact that the excellence and variety of its carpet manufacture are known the world over. If, then, the production of these articles of common necessity have such a large influence in bringing about a community interest, surely the publication of a high school Annual, which represents the best that the young life of a community can do, will be an abiding stimulus to greater achievements in all lines of community effort.

Engraving for College and School Publications

A SAFE GUIDE TO A SUCCESSFUL ANNUAL

"Engraving for College and School Publications" is a handbook for each member of the staff. It is practically an encyclopedia on Annual construction. It starts to assist the staff members right at the beginning of their work and helps all along the way, from the organizing of the staff to the day the books are placed on sale. It is full of illustrations, from which you can obtain new ideas for your publication.

In brief, this volume is a safe guide to a successful Annual. You can't go wrong in following it, because it represents the experience we have gained since 1892, while working on thousands of successful Annuals for colleges and high schools in all parts of the country.

WHERE EXPERIENCE COUNTS

The matter of experience alone is a most important factor, because there is no other field in which the engraver has so much latitude for the exercise of independent judgment as in this. This is because, as a rule, the management of school publications is in the hands of persons who have ideas that they want executed, but owing to their lack of experience they can not lay down hard and fast rules for the guidance of the engraver, but rather put it up to him to secure RESULTS. This makes it necessary for the average engraver that is accustomed to handle his work mechanically, to experiment and grope, with the result that he frequently flounders.

NO NEED TO TAKE CHANCES

By dealing with the Stafford Engraving Company all doubts are set at rest—you take no chances—results are assured. The high quality of our work is the result, not of accident, but of conditions from which such work follows as a necessary consequence.

SHOWS WHAT OTHERS ARE DOING

In this book is given descriptions of many typical Annuals, with pictures of them and data regarding their cost and some helpful hints as to how best to secure the funds to meet these items of expense. Full instructions are given regarding the preparation of pictures for the engraver, of copy for the printer, etc., and, in fact, all the information needed by the novice who is desirous of being initiated into the mysteries of the editorial profession. The book is handsomely printed and bound and elaborately illustrated with typical cuts, which have a direct bearing upon the text, and graphically show the results attained by the adoption of various methods commonly employed by devotees of the pictorial art.

WHAT IT CONTAINS

The following synopsis of contents gives an idea of the ground covered in the book. Notice that practically every branch of the work of issuing an Annual is included. In the chapters on engraving the text matter is in plain, every-day, non-technical language. We have not tried to give a correspondence course in engraving, but rather to tell you just how the plates which you will use in your Annual are made. You will find every chapter of the book practical and helpful.

INTRODUCTION

CHAPTER I

THE EDITOR AND HIS SUPPORTING OFFICERS

The Editor, The Faculty Advisor, Advice to the Editor, Meetings of the Staff, Making Reports to the Class, The Alumni Editor, The Literary Editor, The Art Editor, The Music and Dramatics Editor, The Athletic Editor, The Joke Editor, Staff Representatives of Other Classes, Work in Harmony with the Faculty.

CHAPTER II

THE BUSINESS MANAGER AND HIS DUTIES

Finances, Sources of Revenue, Appointing Assistants, Selling Advertising Space, Advertising Contract, Lyceum and Moving Picture

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CHAPTER III

PHOTOGRAPHS

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CHAPTER IV

GENERAL INSTRUCTIONS

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CHAPTER V

DESIGNING AND GROUPING

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CHAPTER VIII

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CHAPTER IX

HALFTONES

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CHAPTER X

COLOR PLATES

When to Use, Line Color Plates, The Shading Machine, Halftone Color Plates, Two-Color Process Halftones, Three-Color Process Halftones, Four-Color Process Halftones, Progressive Proofs, Printing Halftone Color Plates, The Harmony of Colors.

HOW TO SECURE A COPY OF "ENGRAVING FOR COLLEGE AND SCHOOL PUBLICATIONS"

Only a limited number of copies have been issued. It has been recently revised by us at an expense of more than \$2,000 for the

benefit of those for whom we do work. While we might readily sell a large number of copies, the edition is so small that the books will not be sold at any price, nor can we loan them to others than those for whose use they have been published.

THE BOOK IS LOANED

The book will be loaned by us without charge to the staffs of college and school publications that contract with us for their engraving, upon their agreement to treat its contents confidentially, and to return the book to us at the end of the school year. It is designed to simplify the most difficult process of the work of the amateur publisher, and he will find in its pages a fund of information and a source of such valuable assistance as can not be secured in any other way. The book is unique in its adaptability to the wants of the people for whom it is especially designed, in its freedom from technicalities and in its fullness and clearness of illustration in treating of topics that are uppermost in the mind of the young editor.



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